





OLDSMOBILE FOR '64 WHERE THE ACTION IS!



Everything about these glamorous '64 Oldsmobiles says action with a capital "A". There's a "let's go" air of expectancy in the spacious, fashionably styled interiors. Slip behind the wheel, and you instantly sense Oldsmobile's eager flair for going places and doing things. So nimbly responsive to your every whim . . . so sure and easy handling . . . it seems almost as anxious to be on the move as you are. Now with 21 models to choose from—including a brand new Jetstar I Sports Coupe and a new, never-before Jetstar 88 Series—Oldsmobile has more than ever of what it takes to put you right where the action is. And what a wonderful time you'll have!





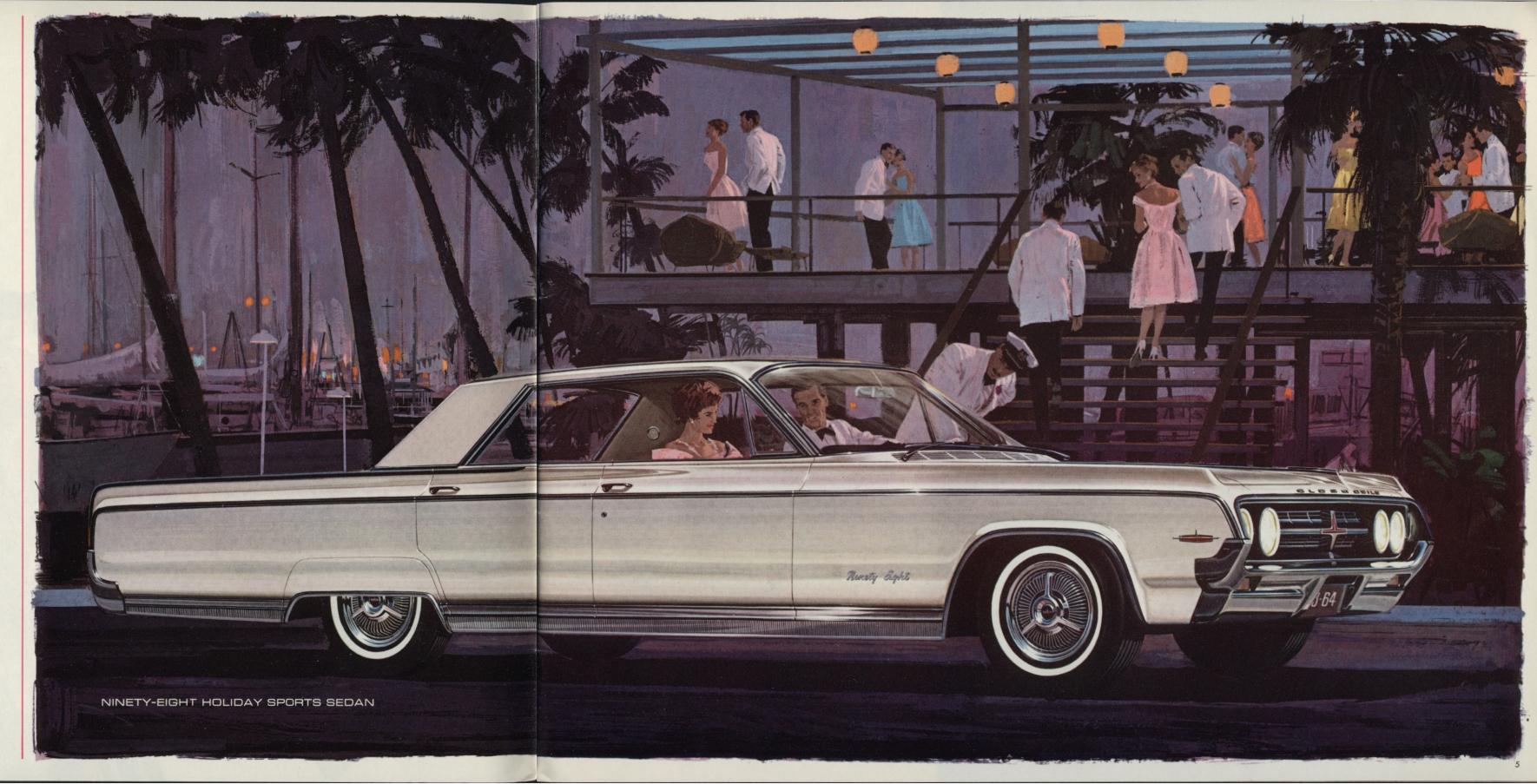


Everything about it tells you:
This is Oldsmobile's finest!



Lines that say "look." Fabrics that say "feel." Impeccably appointed interiors that say good things about your good taste. The Ninety-Eight is plentifully powered with a 330-horsepower Rocket V-8 that moves you with quiet, quick-responding authority.

It's built on a full 126-inch wheelbase to offer you one of the roomiest, smoothest rides going. And, of course, every Ninety-Eight model is equipped with a full complement of driving conveniences: power steering, power brakes, Hydra-Matic, power windows and seat (optional on the Town Sedan). The closer you examine the distinctive new Ninety-Eight, the more you'll find to appreciate (those new lowprofile rear wheel openings, for example). Drive a Ninety-Eight. Let it introduce you to truly pleasurable driving and satisfying ownership!

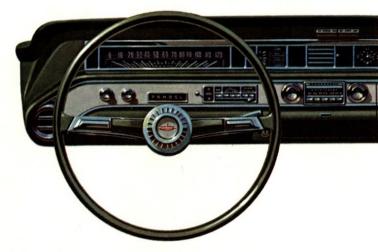




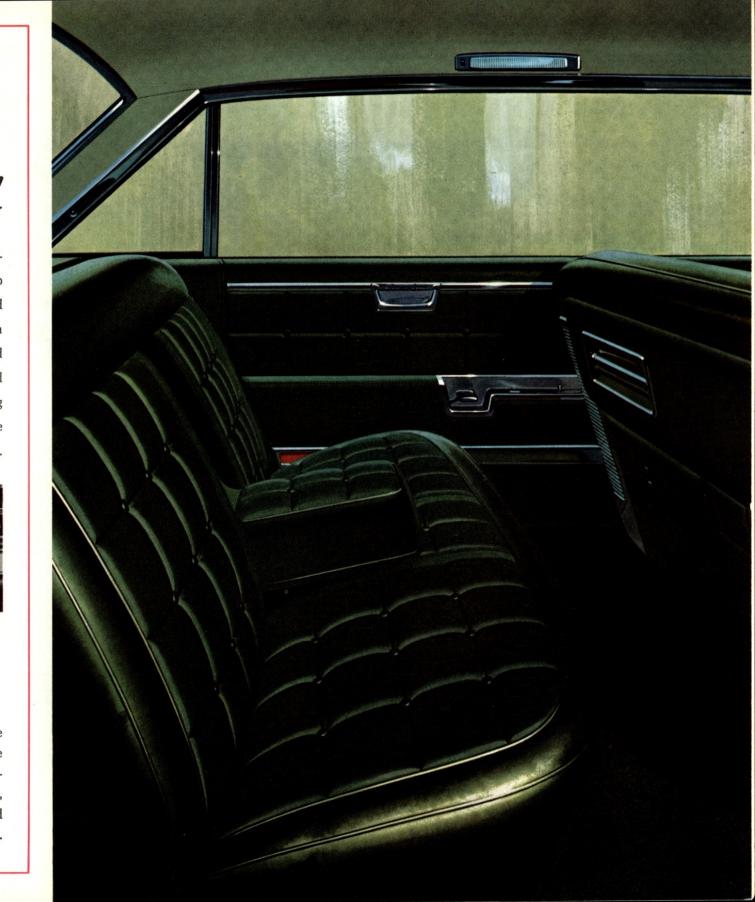


The ultimate in Oldsmobile elegance...

Step into the Luxury Sedan and you'll quickly appreciate the quiet dignity and masterful craftsmanship that set this car apart from all others. Foam-cushioned seats are upholstered in rich, satin-soft fabrics in a wide range of distinctive colors. Folding front and rear center armrests, rear seat ash trays, recessed assist handles, and rear seat map pockets are among the many extra convenience features that enhance the limousine luxury of this distinguished automobile.



The Ninety-Eight's instrument panel reflects the same careful attention given to every detail of the car. The full-length safety pad is Morocceen covered. Centrally recessed ash trays and lighter, electric clock, map and courtesy lights, glove box light, windshield washers and turn signals are all standard equipment.







High adventure starts right here!



Someday there'll be another car that combines the niceties of life with the thrill of the open road as neatly as Starfire does. But not this year! From

its bold new grille and functional fender vents to its exclusive dual chambered exhaust, this beauty's new action silhouette says '64 belongs to Starfire! Sample the fire of the 345-h.p. Starfire V8 Engine. The quiet authority of T-stick Hydra-Matic, power steering and brakes. Along with leather-trimmed bucket seats and a smart sports console, they're all part of the package! One thing's for sure: When you flip the key to a Starfire, you're pulling the pin on one of the most exciting performers.



Starfire Convertible features power window lifts and power-adjusted driver's seat as standard equipment. Sports car wheel discs and cornering lights are optional on both Starfire models.

SUPER 88



The "Super" stands for performance!

Start with 330-horsepower action that makes you catch your breath. Add the radiant good looks of a sleek new profile. Combine with just the right touches of luxury. Result: the new Super 88-far and away the finest car in the medium-price field! Inside, outside, everywhere you'll find Oldsmobile's own brand of built-in reliability, including self-adjusting brakes . . . Twin-Triangle Stability . . . new high-torque rear axle that delivers more usable engine power.

The Super 88 Holiday Sedan features four Morocceen-and-cloth interior combinations. Color-coordinated deep-pile carpeting, automatic courtesy lights, rear seat centre armrest, rear seat ash trays, non-glare padded instrument panel, and parking brake signal lamp are standard equipment.





DYNAMIC 88

Styled and powered to rocket away to new heights of popularity!

Here it is—the sit-up-and-take-notice car of the year! Big! Beautiful! Packed with power and loaded with value from its 394-cubic-inch Rocket Engine to its 17-cubic-foot storage area trunk. Ride? So smooth you'll think you're traveling over the road, not on it—thanks to a full 123-inch wheelbase and new resilient four-coil spring suspension. Performance? Just put your foot to that 280-h.p. Rocket V-8 Engine. (260-h.p. regular-gas Rocket is also available at no extra cost.) Make a date with a Dynamic 88. It's a great experience!

Dynamic 88 Holiday Coupe interior features a colorful choice of four cloth-and-vinyl trim combinations. Safety-padded instrument panel is standard.





DYNAMIC 88



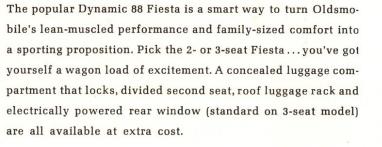
DYNAMIC 88 CELEBRITY SEDAN



Slip behind the wheel of a Dynamic 88, and you're literally surrounded by lap-of-luxury comfort. Seats are sofa-soft, yet firm enough and high enough for really relaxed traveling. Notice the graciously appointed interior of the Holiday Sedan. Deeppleated upholstery is accented with Morocceen trim. The headlining is rich, easy-to-clean vinyl. Carpeting has vinyl-coated rubber inserts to help reduce wear and tear. There's even a centre dome lamp that lights the way for you when you enter or leave. Oldsmobile thinks of









If you like your travel on the sunny side, give the sporty new Dynamic 88 Convertible a once-around. Try those foam-cushioned all-Morocceen seats for solid comfort. Lower the top (a flick of a lever does it), turn the ignition key and head for where the fun is. You never had it so good—Oldsmobile's 280-h.p. Rocket V-8 and full-coil suspension will see to that!

Jetstar I

Brilliant new sports coupe in the medium-price class!

Who else but Oldsmobile could pack so much sport and road-commanding action into such a sleek new package? But nobody . . . and this newest-of-all, medium-priced sports model is proof positive! Distinctive new roofline and bold new body styling . . . deep-comfort bucket seats . . . centre control console with optional T-stick Hydra-Matic . . . and a rarin'-to-go, 394-cu.-in. Starfire Engine are all yours in the new Jetstar I.

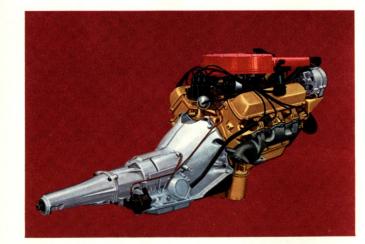




JETSTAR 88 >-

Brand new full-size 88 series with a brand new lower price!

When Oldsmobile comes out with a lower-priced model, that's news. But when Oldsmobile comes out with a whole new series of lower-priced 88s, that's headline news! These high-styled, high-stepping companions to the Dynamic and Super 88s offer much more than you would ever imagine at the price. In fact, you might even expect to pay more for a car that boasts a brand new Jetfire Rocket V-8 teamed with a new, smoother-responding Jetaway transmission. And these new 88s give you the same bumper to bumper reliability that's built into every Oldsmobile (rugged Body by Fisher, rigid Guard-Beam Frame with full side rail construction, for example). Not to mention Oldsmobile's famous roadability that stems from its 123-inch-long wheelbase, four-coil spring suspension, ride-steadying four-link rear struts, and extra-heavy front stabilizer.



JETFIRE ROCKET V-8 and JETAWAY DRIVE-Brand new power team for the new Jetstar 88s!

The brand new Jetstar 88 introduces both a brand new engine and a brand new transmission. The engine-the 245-h.p. Jetfire Rocket V8, 330 cubic inches of live action. The transmission-optional Jetaway Drive. A touch of your toe delivers smooth take-off power or highway passing power, thanks to Jetaway's variable vane torque converter. Threespeed synchro-Mesh is standard on Jetstar 88 models, a 4-speed floor-mounted stick transmission is available as an extra cost option.

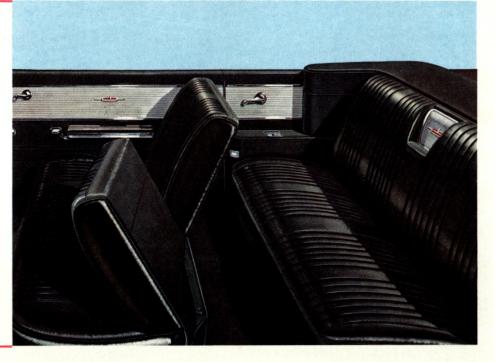






The Jetstar 88—smartly styled on the outside, handsomely appointed inside. The instrument panel has a deluxe all-Morocceen safety pad, recessed control knobs, and a centrally located, illuminated ash tray and cigarette lighter. Automatic dome light, glove box light, rear-seat ash trays, foam-padded armrests, and step-on parking brake are among the many other thoughful convenience features.

Lustrous, durable all-Morocceen upholstery is standard equipment on the Jetstar 88 Convertible and available at no extra cost on other models. Richly textured fabric-and-Morocceen upholstery is available in the Holiday Coupe, Holiday Sedan and Celebrity Sedan. Harmonizing deep-pile carpeting adds to interior beauty. (Optional full-length accent stripe is available in your choice of eight colors.)

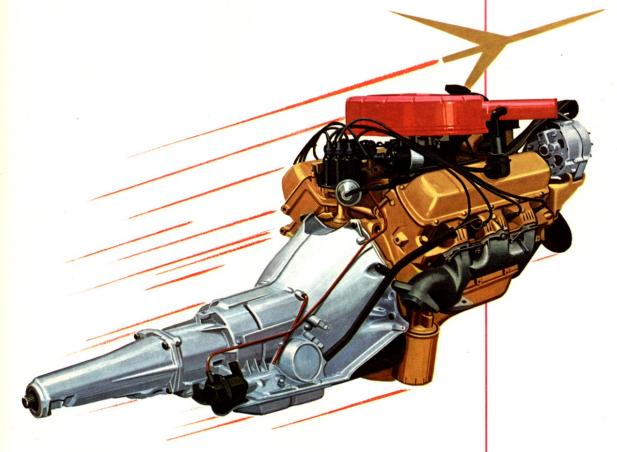




64 OLDS ... WHERE THE ACTION IS!

Brilliant new power teams deliver that "Something Extra" you expect from Olds!

Car buyers traditionally look to Olds for all that's new—and '64 is no exception! Exciting new V8 engines . . . responsive new transmissions . . . a rugged new chassis design all contribute to Oldsmobile's superior road performance.



Sensational New Jetaway Drive ... with Two-Stage Torque Converter

Here's the newest automatic performance partner for the Jetfire Rocket V8 engine. A two-stage torque converter varies vane angle for instant take-off or on-thehighway passing, delivers more torque to the rear wheels. And Jetaway Drive delivers the action with the kind of silky smoothness that is an Oldsmobile trademark. Jetaway Drive is optional equipment on Jetstar 88 series.



STARFIRE—The top performer of the line. Standard on Starfire Coupe and Convertibles, Ninety-Eight Custom Sports Coupe, Jetstar I Sports Coupe. Horsepower, 345 • Torque, 440 lb.-ft. • Compression ratio, 10.50-to-1 • Displacement, 394 cubic inches. Features Fire-Swirl combustion and dual exhaust systems. Optional at extra cost on Super 88 and other Ninety-Eight models.

ROCKET V-8—Most famous power plant in the world! Its 394cubic-inch displacement is offered in three versions . . . tailored to your performance requirements. Gives perfect balance between power and

330-H.P. ROCKET—Standard on Ninety-Eight (except Custom Sports Coupe) and Super 88 models, optional on all Dynamic 88 models. Horsepower, 330 • Torque, 440 lb-ft. • Compression ratio, 10.25-to-1 • 4-barrel carburetor · Premium fuel.

280-H.P. ROCKET—Standard on Dynamic 88 models. Horsepower, 280 • Torque, 430 lb.-ft. • Compression ratio, 10.25-to-1 • 2-barrel carburetor · Premium fuel.

260-H.P. ROCKET-Optional at no extra cost on Dynamic 88 models. Operates on regular fuel. Horsepower, 260 • Torque, 410 lb.-ft. • Compression ratio. 8.75-to-1 • 2-barrel carburetor.

JETFIRE ROCKET V-8—Newest member of the Rocket family . . . a top performer with a zest to go! Features a big 330-cubic-inch displacement and new lightweight cast iron construction with microaccurate cylinder walls. Inverted A-frame design provides rigidity, smoothness and durability. Exclusive ceramic-coated heat control valve speeds warm-ups, lengthens life.

245-H.P. JETFIRE ROCKET—Standard on Jetstar 88 • Torque, 345 lb.-ft. • Compression ratio, 10.25-to-1 • Displacement, 330 cubic inches. (Highperformance 290-horsepower engine with 4-barrel carburetor optional on Jetstar 88s.)

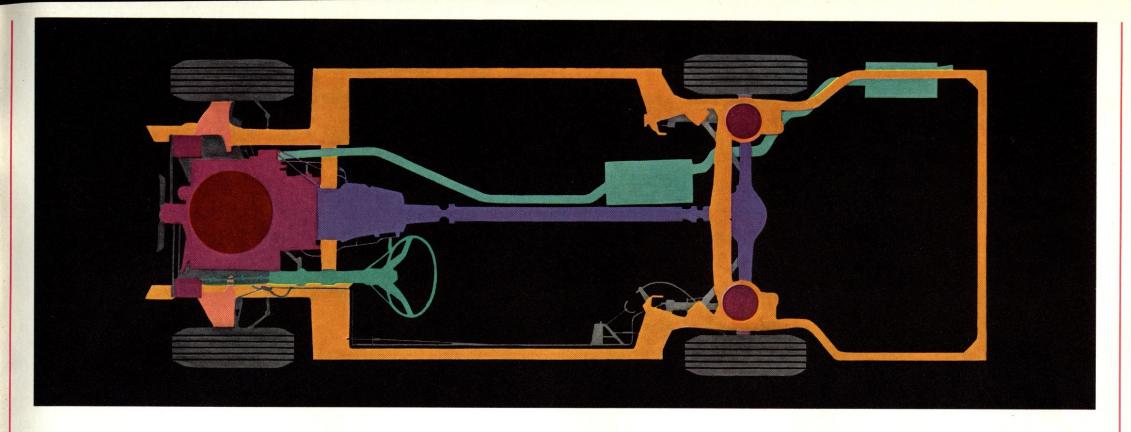
with Accel-A-Rotor Action

Oldsmobile's famous Hydra-Matic is the perfect teammate for Starfire and Rocket Engines. The unique Accel-A-Rotor action provides top break-away performance, vet delivers more miles per gallon with direct gearing. And Hydra-Matic's Super range assures more pulling power and superior downhill braking. Standard on Starfire and Ninety-Eight, Dynamic 88 and Super 88, optional on Jetstar I.

New Stick on the Floor ...4-Speed Version

Oldsmobile's four-on-the-floor is fully synchronized to give sports car response. Available on Jetstar 88s at extra cost.





POWER-BALANCED CHASSIS

brings new smoothness and quietness to Oldsmobile's qualitu ride!

Oldsmobile's chassis for 1964 is "powerbalanced" to subtly wed the Rocket power train with all other components. Wheels, brakes, suspension—even the exhaust system all complement one another to give you the comfort, the quietness, the control that make driving an Olds such a pleasant experience!

adds many miles and months to the life of the system. NEW CHAMBERED DUAL EXHAUST • A new concept

ALUMINIZED EXHAUST SYSTEM • Vital parts of

the exhaust system on all 1964 Oldsmobiles are treated

by an aluminizing process that resists corrosion . . .

in exhaust system design . . . exclusive feature on both Starfire and Jetstar I models! Integral muffler-tailpipe design reduces back-pressure with separate exhaust manifold headers for added performance.

SPACIOUS TRUNKS • Trunk capacity of every 1964 Oldsmobile is more than ample. Deep-Well Trunk design on Jetstar 88, Dynamic and Super 88 has 17.1-cubic-foot capacity, while Ninety-Eight models have a huge 19.7 cubic feet of usable space.

compound gives quicker, safer stops than ever before. High coefficient of friction provides faster stopping

BRILLIANT MAGIC-MIRROR FINISHES • Oldsmobile finishes are acrylic-base paints that give exceptional resistance to scratching, marring and dulling. New spraying and finishing methods assure uniform coating for long lasting beauty with a minimum of maintenance.

power and longer life.

EFFICIENT NEW BRAKE LINING • New organic lining

IMPROVED HEATING, VENTILATING • New simplified design of Oldsmobile's heating and ventilating system -standard on every model—gives instant response through new "air-mix" principle. Heater core operates at maximum efficiency at all times. On Jetstar I and 98 series vacuum-assisted pushbuttons provide fingertip convenience for air control. On all other models, slide levers control incoming air. Single slide adjusts temperature on all models.

GUARD-BEAM FRAME • New swept-back torque boxes BIG 14-INCH WHEELS • All 1964 Oldsmobiles have add torsional rigidity. Full side rail construction plus big 14-inch-diameter wheels to better soak up road vibrafour crossmembers offer extra protection . . . provide tion and noise. Large-size wheels allow bigger braking firm foundation for Oldsmobile's quality ride in every areas, larger tires for longer life and smoother ride. Olds model.

VIBRA-TUNED RIDE • Body mounts are scientifically located at 12 points along the frame side rails. Exact positioning at nodal points isolates road vibrations before they reach the body. Thicker body mountings of a new rubber compound also deaden vibrations. help silence body.

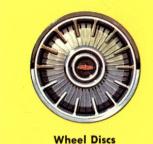
TWIN-TRIANGLE STABILITY • Twin steel struts in rear suspension solidly anchor rear axle to reduce wheel hop and sidesway. New one-piece lower torque arms give perfect alignment for superior ride control.

OLDSMOBILE OPTIONS AND ACCESSORIES

Add value to your car . . . pleasure to your driving! Many of the following options and accessories are standard equipment on certain models; a partial listing will be found on opposite page.

Walnut Steering Wheel





GLAMOR · Walnut-Grain Custom Deluxe Sports Steering Wheel on Starfire and Jetstar I Deluxe Steering Wheel
 Wheel Discs in six designs • Accent Stripe in choice of 8 colors on Ietstar 88 and Ietstar I • Wheel Opening and

Rocker Panel Molding on Dynamic 88 · Carpeting • Door Guard Moldings • Two-Tone Paint on Holiday Coupes and Sedans • Deluxe Interior Trim on Dynamic 88 Fiesta • Floor Mats • Carpeted Load Floor in station wagons





COMFORT · Tilt-Away Steering Wheel adjusts to seven different positions • Power Seat in 4-way and 6-way adjustment custom-tailors seating position • New Central Control Air Conditioning system gives more efficient cooling, is integral with heater • Tinted Glass reduces glare

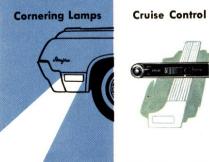
and heat · Power Steering for extra handling ease • Deluxe Pushbutton Radio • Super Deluxe Signal-Seeker Radio with foot control • AM-FM Radio · Bi-Phonic Rear Seat Speaker · Reverbatone Speaker for concert hall sound . Foam-Padded Seats





CONVENIENCE · Power Windows · Power Ventipanes • Power Antenna • Deck Lid Power Lock Release lets you open the trunk from inside Power Operated Rear Window on station wagons · Clock · Parking Brake Signal Lamp alerts you when brake is set . Map Lamp perfect adjustment

and Courtesy Lamps • Guide-Matic Power Headlight Control automatically dims headlight for oncoming cars · Concealed Luggage Locker on Dynamic 88 Fiesta • Back-up Lamps • Windshield Washer • Remote Control Outside Mirror allows







Seat Belts

SAFETY · Power Brakes · Cruise Control automatically maintains cruising speed • Factoryinstalled Seat Belts • Safety-Sentinel warns when pre-set speed is exceeded • Anti-Spin Differential for smooth pulling power in mud, snow, ice •

Safety-Padded Instrument Panel • Safety Cornering Lamps, available on Jetstar I, Super 88, Starfire and Ninety-Eight models • Rear Window Defroster (not available on station wagons or convertibles) • Glareproof Rearview Mirror



NINETY-EIGHT—MODELS: Luxury Sedan, Town Sedan, Holiday Sports Sedan, Holiday Sports Coupe, Custom Sports Coupe, Convertible. STANDARD EQUIPMENT: Hydra-Matic, Power Steering and Brakes. Power Windows and Seat (optional on Town Sedan), Foam-Padded Seats, Windshield Washer, Deluxe Steering Wheel, Wheel Discs, Courtesy and Map Lamps, Clock, Parking Brake Signal Lamp, Glove Box Lamp, Safety-Padded Instrument Panel,

STARFIRE —MODELS: Coupe, Convertible. STANDARD EQIPMENT: Hydra-Matic, Power Steering and Brakes, Power Windows and Seat (optional on Coupe), White Sidewall Tires (optional on Coupe), Windshield Washer, Foam-Padded Seats, Deluxe Steering Wheel, Wheel Discs, Clock, Parking Brake Signal Lamp, Glove Box Lamp, Bucket Seats, Console, Tachometer, Safety-Padded Instrument Panel, Rocker Panel and Wheel Opening Moldings.

SUPER 88 — MODELS: Celebrity Sedan, Holiday Sedan. STAND-ARD EQUIPMENT: Foam-Padded Seats, Chrome Door Window Frames, Deluxe Steering Wheel, Courtesy and Map Lamps, Parking Brake Signal Lamp, Rear Fold-down Centre Armrest (on Holiday Sedan), Safety-Padded Instrument Panel, Hydra-Matic Transmission, Glove Box Light, Rocker Panel and Wheel Opening Moldings.

DYNAMIC 88 — MODELS: Celebrity Sedan, Holiday Sedan, Holiday Coupe, Convertible, Fiesta, 2- and 3-seat. STANDARD EQUIPMENT: Foam-Padded Front Seat, Chrome Side Molding, Carpet, Safety-Padded Instrument Panel, Automatic Dome Lamp, Courtesy and Map Lamps (on Convertible), Electric Rear Window (on 3-seat Fiesta). Hydra-Matic Transmission, Glove Box Light, Side Mirror on Convertible.

JETSTAR I -- MODEL: Sports Coupe. STANDARD EQUIPMENT: Bucket Seats, Centre Control Console, Foam-Padded Front Seat, Safety-Padded Instrument Panel, Carpet, Wheel Opening and Rocker Panel Molding, Windshield Washer.

JETSTAR 88 -MODELS: Celebrity Sedan, Holiday Sedan, Holiday Coupe, Convertible. STANDARD EQUIPMENT: Foam-Padded Front Seat, Carpet, Safety-Padded Instrument Panel, Wheel Opening and Rocker Panel Molding, Automatic Dome Lamp, Glove Box Light.

STANDARD EQUIPMENT ON ALL 1964 OLDSMOBILES: Heater and Defroster, Guard-Beam Frame, Magic-Mirror Finishes, Self-Adjusting Brakes, Oil Filter, Twin-Triangle Stability, Vibra-Tuned Body Mounts, Delcotron Generator, Positive Crankcase Ventilation, Aluminized Muffler and Tailpipe, Front Stabilizer Bar.

GENERAL SPECIFICATIONS	Wheelbase	Overall Length	Overall Width	Overall Height*	Tre Front	ead Rear	Shipping Weight	Tire Size Standard	Trunk Capacity	Fuel Tank Capacity	Turning Dia.
Ninety-Eight	126.0"	222.3"	78.0"	56.5	62.2"	61.0"	4231	8.50 x 14"	19.7 cu. ft.	17.5 gals.	44.1 ft.
Starfire	123.0"	215.3"	78.0"	54.2	62.2"	61.0"	4153	8.00 x 14"	17.1 cu. ft.	17.5 gals.	42.8 ft.
Super 88	123.0"	215.3"	78.0"	55.9	62.2"	61.0"	4021	8.00 x 14"	17.1 cu. ft.	17.5 gals.	42.8 ft.
Dynamic 88	123.0"	215.3"	78.0"	55.9	62.2"	61.0"	3980	8.00 x 14"	17.1 cu. ft.	17.5 gals.	42.8 ft.
Jetstar 88	123.0"	215.3"	78.0"	55.9	62.2"	61.0"	3739	7.50 x 14"	17.1 cu. ft.	17.5 gals.	42.8 ft.
Jetstar 1	123.0"	215.3"	78.0"	54.2	62.2"	61.0"	4028	8.00 x 14"	17.1 cu. ft.	17.5 gals.	42.8 ft.

ENGINE SPECIFICATIONS	Standard On	Available On	Maximum Horsepower at RPM	Maximum Torque at RPM	Displacement Cu. In.	Compression Ratio	Fuel Req'd	Carburetion
Starfire	Starfire; Ninety-Eight Custom Sports Coupe; Jetstar I	Ninety-Eight (except Custom Sports Coupe Super 88		440 @ 3200	394	10.50 to 1	Premium	4-Barrel
Rocket (330 h.p.)	Ninety-Eight (except Custom Sports Coupe); Super 88	Dynamic 88	330 @ 4600	440 @ 2800	394	10.25 to 1	Premium	4-Barrel
Rocket (280 h.p.)	Dynamic 88	_	280 @ 4400	430 @ 2400	394	10.25 to 1	Premium	2-Barrel
Rocket (260 h.p.)	_	Dynamic 88 (at no extra cost)	260 @ 4400	410 @ 2400	394	8.75 to 1	Regular	2-Barrel
Jetfire Rocket V-8	Jetstar 88 (B)	_	245 @ 4600	345 @ 2400	330	10.25 to 1	Premium	2-Barrel

(B) 290 H.P. JETFIRE ROCKET V-8, 10.25 TO 1 COMPRESSION OPTIONAL AT EXTRA COST.

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64 OLDSMOBILE WHERE THE ACTION IS!

